

Seaside Hotel
Pennsylvania Avenue and Boardwalk
Atlantic City
Atlantic County
New Jersey

HABS No. NJ-938

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PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

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ARCHITECTURAL DATA FORM

STATE New Jersey	COUNTY Atlantic	TOWN OR VICINITY Atlantic City
HISTORIC NAME OF STRUCTURE (INCLUDE SOURCE FOR NAME) Seaside Hotel		HABS NO. NJ-938
SECONDARY OR COMMON NAMES OF STRUCTURE		
COMPLETE ADDRESS (DESCRIBE LOCATION FOR RURAL SITES) Pennsylvania Avenue and Boardwalk		
DATE OF CONSTRUCTION (INCLUDE SOURCE) 1926-1927	ARCHITECT(S) (INCLUDE SOURCE) Lockwood, Greene Company	
SIGNIFICANCE (ARCHITECTURAL AND HISTORICAL, INCLUDE ORIGINAL USE OF STRUCTURE) The Seaside is one of the oldest hotels in Atlantic City still in existence under its original name. The original Seaside was built in 1862 by David Scattergood of Pennsylvania. It was a long wooden structure about 100 feet to the rear of the present building. In 1865 the Seaside was sold to Charles Evans and Caspar Haines. They added extensively (see continuation sheet)		
MATERIAL OF CONSTRUCTION (INCLUDE STRUCTURAL SYSTEMS) Steel frame with brick exterior walls		
SHAPE AND DIMENSIONS OF STRUCTURE (SKETCHED FLOOR PLANS ON SEPARATE PAGES ARE ACCEPTABLE) L-configuration		
EXTERIOR FEATURES OF NOTE Yellow brick exterior walls with terra cotta belt courses and tiers of bay windows. There is a parapet decorated with finials and ceramic roof tiles. Panels of blue, green, orange, and yellow tile are placed under the windows on the upper floors and near the cornice.		
INTERIOR FEATURES OF NOTE (DESCRIBE FLOOR PLANS, IF NOT SKETCHED)		
MAJOR ALTERATIONS AND ADDITIONS WITH DATES In the 1950s the old wood section of the Seaside (to the rear on Pennsylvania Ave.) was demolished and new motel facilities built. The front of the tower facade was altered at this time. The lower levels which had been arcaded were covered with brick and tile.		
PRESENT CONDITION AND USE Poor condition. Presently used as an office building.		
OTHER INFORMATION AS APPROPRIATE		
SOURCES OF INFORMATION (INCLUDING LISTING ON NATIONAL REGISTER, STATE REGISTERS, ETC.) New Jersey Office of Historic Preservation Individual structure survey form		
COMPILER, AFFILIATION Oliver V. Haines, Jr., Vice President, Facilities Planning, Resorts International Hotel, Inc.		DATE May 6, 1982

ARCHITECTURAL DATA FORM
CONTINUATION SHEET

SIGNIFICANCE

to the Boardwalk side of the building. In 1903 it was sold to Henry Franklin Cook. The Cook family is responsible for the major tower additions of 1926-1927. In 1930 the Guarantee Mortgage Company took possession. In 1950 it was bought by the Ashner family. They demolished the 1870s wooden hotel (at that time perhaps the oldest in the city), and constructed the motel addition. In the 1920s the hotel operated the first radio station in Atlantic City, WHAR. The resort hotel also had the first string trio on the Boardwalk and introduced the "package deal" weekend to Atlantic City -- during the Depression the Seaside offered "three glorious days in Atlantic City for twelve dollars." The present building represents a legacy typical of Atlantic City's boardwalk hotels: mid-nineteenth century boarding house, late nineteenth century wooden hotel, early twentieth century fireproof tower.